



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

Joseph P. Bort MetroCenter  
101 Eighth Street  
Oakland, CA 94607-4700  
TEL 510.817.5700  
TDD/TTY 510.817.5769  
FAX 510.817.5848  
E-MAIL [info@mtc.ca.gov](mailto:info@mtc.ca.gov)  
WEB [www.mtc.ca.gov](http://www.mtc.ca.gov)

Agenda Item 3

## *Memorandum*

TO: Administration Committee

DATE: September 4, 2013

FR: Deputy Executive Director, Policy

W. I. 1153

RE: Contract – Electric Vehicle Promotional Campaign: California Center for Sustainable Energy (\$845,000)

This memorandum requests the Committee's approval to enter into a contract in the amount \$845,000 with California Center for Sustainable Energy to implement an electric vehicle promotional campaign. The campaign plan was approved by MTC's Programming and Allocations Committee in June 2013.

### **Background**

In December 2009, MTC programmed \$80 million to implement the Climate Initiatives Program, a multi-faceted program aimed at reducing transportation-related emissions and vehicle miles traveled (VMT), while also informing the region as to the most effective strategies to reduce emissions. Of the \$80 million, \$925,000 has been set aside to develop (\$80,000) and implement (\$845,000) a regional electric vehicles promotional campaign. MTC is partnering with the Bay Area Air Quality Management District (BAAQMD) and the EV Strategic Council on this work.

The electric vehicle promotional campaign seeks to achieve the following goals:

- Provide an opportunity for the public to experience the benefits of electric vehicles;
- Change the behavior of Bay Area drivers to acquire or use electric vehicles when they make the decision to drive;
- Promote the Bay Area identity as a center for high-tech and green culture; and
- Motivate individuals to change their behavior in order to reduce Bay Area GHG emissions.

In mid-2012, MTC, and a working group including representatives from BAAQMD, EV Strategic Council, City CarShare and Transportation Authority of Marin (TAM) conducted market research and found that the public's lack of meaningful experience with electric vehicles is a major barrier to increased use. Creating opportunities to have the target audience experience electric vehicles and share that experience with their peer networks is the most strategic way to achieve the campaign's overall goals. Therefore, the campaign will focus on the use of ride-and-drive events to introduce electric vehicles to the Bay Area public, and the use of social media to allow the public to share their experience.

The campaign will be implemented in coordination with the EV Strategic Council over the next twelve months, with the first four months dedicated to campaign planning, the following six months to campaign execution and the last two months to campaign evaluation.

### **Request for Proposal & Evaluation Process**

Staff released a Request for Proposals on June 13, 2013 and received three proposals by the July 10, 2013 due date. An evaluation panel composed of MTC, BAAQMD, TAM and EV Strategic Council staff members evaluated the proposals based on the following criteria: individual and team expertise and experience, approach to completing the project, cost effectiveness and communication skills and elected to hold interviews/discussions with the following firms:

<b>Firm</b>	<b>Location</b>	<b>Proposal Budget</b>
Cater Communications	San Rafael, CA	\$845,000
Center for Sustainable Energy California	Oakland, San Diego and San Francisco, CA	\$844,350

The evaluation committee rated the Center for Sustainable Energy team as the superior team based on the team's extensive experience on relevant, related projects, their depth of understanding of the project elements, their connections in the electric vehicle industry, as well as their overall project approach and cost effectiveness.

### **Recommendation**

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with the Center of Sustainable Energy California in an amount not to exceed \$845,000 to implement the electric vehicle promotional campaign.

  
\_\_\_\_\_  
Ann Flemer

AF:uv

J:\COMMITTEE\Administration\2013 by Month\09\_Administration\_September\_2013\3\_Contract\_EV Promotional Campaign.docx

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.:	1413
Consultant:	Center for Sustainable Energy California Oakland and San Diego, CA
Project Title:	Electric Vehicle Promotional Campaign
Purpose of Project:	To implement an electric vehicle promotional campaign to the Bay Area public from October 2013 to October 2014.
Brief Scope of Work:	Implement an electric vehicle promotion /campaign to the Bay Area public, including ride-and-drive events and use of social media.
Project Cost Not to Exceed:	\$845,000
Funding Source:	100% CMAQ
Fiscal Impact:	Funds are included in the FY 2013-14 Agency Budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Center for Sustainable Energy California to implement an electric vehicle promotional campaign as described above and in the Executive Director's September 4, 2013 memorandum through December 31, 2014, and that the Chief Financial Officer is authorized to set aside funds from the FY 2013-14 Agency Budget for this purpose in the amount of \$845,000
Administration Committee:	<hr/> Adrienne J. Tissier
Approved:	Date: September 11, 2013